

PAINTS , VARNISHES
STAINS , ENAMELS
LACQUERS

*Descriptive
Catalog*

Made By
DETROIT WHITE LEAD WORKS
DETROIT

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From the collection of:

Mike Jackson, FAIA

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"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
(Color cards follow page 24)

Rogers Detro Varnishes

Detro Spar

An extremely durable and waterproof varnish especially adapted for use on boats, outside doors, vestibules, window-sills, porch finish and any exterior surfaces exposed to water or severe weather. Under most severe conditions it will wear longer than has heretofore been expected of a Spar Varnish. When submerged in fresh or salt water or subjected to boiling water for a reasonable time it will not turn white.

Detro Spar is pale in color, heavy in body, brushes and flows freely, dries dust free in from 4 to 6 hours and hard over night when applied under favorable conditions.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Detro Waterproof Finish

A thoroughly high grade varnish for interior and exterior use. It will stand the most severe hot and cold water tests without turning white. It is especially adapted for use where waterproof and hard wearing qualities are required, such as tables, bar tops, bath-rooms, kitchens, floors, etc. It dries hard and will not mar. It is pale in color, easy working, dries dust free in from 3 to 4 hours and hard in 18 to 24 hours when applied under ordinary conditions.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Detro Interior

This varnish is fairly light in color, works easily, flows out full and even, and dries with a rich, permanent gloss. It is especially adapted for cabinet work in public buildings, office buildings, homes, etc., where a high-class finish is desired. It dries dust

free in 3 hours, and may be rubbed in 3 days with pumice stone and water to a flat finish, or with pumice stone and oil where a soft velvet finish is desired. It will also take a beautiful polish.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Detro Floor

A high grade floor varnish, tough, elastic, which will wear splendidly under foot. It is also suitable for linoleum, oil cloth, etc. It works well, flows out evenly under the brush and dries with a tough wear-resisting gloss. It dries dust free in 3 to 4 hours and can be walked on the next day. It becomes thoroughly hard in two days. This varnish should be applied directly to the wood. Shellac or Liquid Filler should not be used for undercoats except for very quick work.

For New Work. To obtain the best results—for first coat, thin with one pint of pure spirits of turpentine to one gallon of this varnish. For subsequent coats this varnish should be applied as it comes from the can. See that the first coat is thoroughly hard before applying the second. For a dull finish, rub second coat with powdered pumice stone or rotten stone and oil, being careful to remove all traces of the oil when the work is finished.

Old floors that have been previously varnished should be thoroughly cleaned and the surface lightly sand-papered to remove the gloss before re-varnishing. To obtain the best results, this varnish should be well brushed out when applying. The best finish will be obtained by the application of two or more thin coats, rather than one heavy coat.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Rogers Dryers

Turpentine Japan Dryer

A very powerful Japan Dryer, especially adapted for house painters' use. A splendid "general purpose" dryer.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

White Liquid Dryer

A good strong dryer, made especially for use in white and light shades. Mixes readily with the paint liquids, without precipitation.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Union Japan Dryer

An excellent Japan Dryer to mix with paints of all description. Medium dark in color and of medium body.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

B. J. Dryer

A dryer for general house painter's work. It will not precipitate and mixes well without curdling. Is fairly heavy in body.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

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Detro Spar is pale in color, heavy in body, brushes and flows freely, dries dust free in from 4 to 6 hours and hard over night when applied under favorable conditions.

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(Color cards follow page 24)

Rogers Asphaltums

No. 1 Turpentine Asphaltum

A high-grade asphaltum made from the best gilsonite. It is heavy in body, dries with a brilliant jet-black lustre. This is a very fine black for iron-work of any kind, and can also be used for making stains.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Champion Asphaltum

This is made from a good grade of gum. It dries with a smooth high-gloss finish in about one hour's time.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Newport Asphaltum

An excellent article where a cheap black finish is desired.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Rogers Det-Lac (A High-Grade Shellac Substitute)

This is a high-grade shellac substitute that dries to handle in twenty minutes and can be sanded in two or three hours. It is more waterproof than Shellac and can be recommended as the very best all-around substitute for Shellac.

Furnished in pints, quarts, $\frac{1}{2}$ -gallons and 1-gallon.

Made in White and Orange.

Rogers Fine Automobile and Carriage Varnishes

Finishing Body

For Finishing Coats only

Varnish of rare merit, owing to its paleness, brilliancy and great durability. It cannot be surpassed for flowing and free working qualities, and is intended as the finishing coat on the bodies of high grade coaches and carriages and automobiles. Dries dust free in about 8 hours and hardens free from tack in from 2 to 3 days, under favorable conditions.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

One Coat Coach

A heavy-bodied pale varnish for one coat work. This is a finishing varnish, heavy in body, hardening more quickly than our Finishing Body or Wearing Body, and is especially adapted for finishing where haste is desired and only a single coat is required. It is also well suited for repair work where a saving of both time and money is necessary, also where durability and a fine appearance is required. Dries under favorable conditions free from dust in from 3 to 4 hours and medium hard in 24 hours.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Quick Rubbing

A two to three day rubbing. This is a very desirable varnish for quick work. It is fairly light in color and good body and dries to rub without sweating in about two days. Sets dust free in 3 to 5 hours.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Heavy Gear

Prepared and intended for undercoats on gears and for mixing color varnishes. It will dry to rub in two days and sets dust free in 3 to 5 hours.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Ivory Black Rubbing

Finely ground and mixed with a high grade Rubbing Varnish gives a very black undercoat for the finishing varnish.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Japan Gold Size

A very superior Gold Size Japan, for binding, drying and hardening colors, etc. Light in color and suitable for finest work. Is also adapted for use as a size for gold leaf.

Turn can upside down and shake vigorously, then open can and stir to uniform consistency throughout.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

Extra Coach Japan

This varnish is light in color, has good body and is a good varnish for general purposes, wears fairly well on outside exposure. Dries with a handsome gloss over night.

Furnished in $\frac{1}{2}$ pints, pints, quarts, $\frac{1}{2}$ gallons and gallons.

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Rogers AB-LU-ENT (Semi-Liquid)

Paint and Varnish Remover

Manufactured and sold under patent No. 714,880 issued to Carlton Ellis, December 2, 1902, Licensed by Chadeloid Chemical Co.

Put up in semi-liquid form to prevent the preparation from running off vertical surfaces before it has done its work. Removes paint or varnish almost instantly; contains no acid, alkali or other injurious material; does not injure any surface to which it is applied; does not injure or affect any glue joints; does not injure succeeding coats of paint or varnish; you can wash your hands in it without harm to them; will remove paint or varnish from clothing; will remove paint or varnish from window glass; will clean paint and varnish brushes quickly and perfectly. Ab-lu-ent is very heavy in body and will remain wet on upright or large surfaces for several hours time. This makes it possible to go over the entire surface in treating and removing instead of working a square at a time.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Rogers Aluminum Enamel

For both household and factory use. Produces a fine, durable silver finish on radiators, stoves and ranges of all kinds, gas-pipes steam-pipes, water-pipes, water-boilers, machinery, engines, etc. Also well adapted for outside use on auto-engines, metal work cupolas, cornices, boats, etc. This Enamel gives great satisfaction. It is finely ground and perfectly mixed. It works freely under the brush, and has great spreading capacity. It is fast in color. It does not crack or peel, blister or discolor when subject to extreme heat or cold. On a clean black surface one coat covers. It does not give off the disagreeable banana-like odor which is characteristic of many aluminum paints and enamels.

Furnished in $\frac{1}{8}$ -pints, $\frac{1}{4}$ -pints, $\frac{1}{2}$ -pints, pints, quarts and gallons.

Rogers American White (Paste)

A paste white for use where a strictly pure white lead is not required. Highly recommended to plumbers and pipe fitters for threading and cementing metal pipes.

Furnished in 1 pound and 5 pounds.

Rogers Auto-Brite

A Fine Automobile Body Polish

The best polish ever made for varnished and polished surfaces. Shines with very little labor; removes dust, finger marks, oil and dirt promptly. Renews the elasticity of the finish and leaves no oily residue on the surface to cloud or catch dust.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Rogers Auto Top Dressing

For auto and carriage tops, leather and imitation leather upholstery, leather, pantasote and substitute leather articles of all kinds, etc. It restores the original lustre, softens, smoothes and does not crack the leather.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

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Rogers Bath Tub Enamel

The Ground Coat is specially prepared to bind hard to metal. It furnishes the ideal foundation for the subsequent enamel coats, which give a porcelain effect that is very durable and sanitary.

Furnished in $\frac{1}{4}$ -pints, $\frac{1}{2}$ -pints, pints, quarts and gallons.

Made in White and Ground Color.

Rogers Bras-Shine (Metal Polish)

A highly satisfactory metal polish for use on brass, copper, nickel, and all polished metal surfaces. Used extensively on automobile bright parts; also on show cases, name plates, reflectors, etc. Will not scratch the finest surface; does not injure the hands; leaves a brilliancy that does not cloud, and holds the polish better than ordinary polishes.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Rogers Brick Finish

Rogers Flat Brick Red is an attractive piece of goods, and is superior in both appearance and durability to the common brick reds. Will not water-spot or show lime marks.

Furnished in 12 $\frac{1}{2}$'s, 25's, and 100's.

Rogers Bronzing Liquids

For use in mixing with bronze powder. Are light in color, and do not impair the color of the bronze. Contains no so-called banana-oil and has no disagreeable odor.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons, gallons and 5-gallons.

Rogers Copper Paint

This is a high-grade anti-fouling paint, and carries a large percentage of copper. It thoroughly protects wood bottoms of vessels (launches, lighters and all kinds of craft) from worms, seaweed and barnacles. Reliable and economical. Bottoms may be painted and boats immediately put in the water without injuring the paint.

Furnished in quarts, $\frac{1}{2}$ -gallons, gallons, 5-gallons and barrels.

Made in Green, Red and Brown.

Rogers 50% Cresol Solution

An officially approved substitute for Liquor Cresolis Compositus, U. S. P. It has the government approval and is a permitted disinfectant to be used for the disinfecting of all stock yards, stock cars, stables, boats or premises that have harbored animals infected with or exposed to infectious disease.

Furnished in gallons, 5-gallons and barrels.

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
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Rogers Coach, Car and Automobile Colors (Red Seal)

Paste—Ground in Japan

These goods represent the highest grade of pure colors, made in our own Dry Color Plant combined with the very best grinding Japans, prepared in our own Varnish Factory. We use only the best raw materials that the market affords. Our Coach Color grinding is done in a department especially equipped for this work with the highest type of water-cooled mills, which secure the utmost degree of fineness.

Furnished in one and five-pound tins.

Blacks

English Coach, A; Special Black No. 120; Special Lamp Black.

Reds

Detroit Red, Light; Detroit Red, Medium and Dark; American Vermilion, Light and Dark; Runabout Red; Turkish Red; Dragon's Blood.

Wines

Metropolitan Wine.

Greens

Brewster Green, Medium; Milori Green, Light, Medium and Dark; Extra Coach Green, Light, Medium and Dark; Motor Car Green, Light and Dark; Cactus Green; Peacock Green.

Blues

Auto Body Blue, Light and Dark; Azure Blue; Cadillac Blue; Torpedo Blue, Light and Dark; Yale Blue, Dark; Prussian Blue.

Browns

Golden Tan; Khaki Color; Portland Amber; Moleskin Tan; Circassian Brown; Olive Brown.

Whites

Flake White.

Grays

Auto Gray, Light and Dark; Battleship Gray; Dark Slate; French Gray; Light and Dark; Taupe Gray.

Yellows

Chrome Yellow, Light Medium, Orange and Dark Orange; Gold Color; Canary Yellow; Primrose; Cream Color; Straw Color.

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
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Painters' Colors in Oil

A finely ground line of strong colors for general tinting and commercial purposes. Put up in one-quarter, one-half, one, five, twelve and one-half, and twenty-five-pound packages.

In One and Five-Pound Packages

Blacks

Coach Black; Ivory Drop Black; Lamp Black and Sign Writer's Black.

Browns

Turkey Raw Umber; Turkey Burnt Umber; Italian Raw Sienna; Italian Burnt Sienna and Vandyke Brown.

Blues

*Ultramarine Blue; *Prussian Blue.

Greens

Light Chrome Green; Medium Chrome Green and Dark Chrome Green.

Reds

English Venetian Red; Indian Red; Turkey Red; Tuscan Red; Rose Lake; American Vermilion.

Yellows

Yellow Ochre; Golden Ochre; Light Chrome Yellow; Medium Chrome Yellow; Orange Chrome Yellow and Dark Orange Chrome Yellow.

*Put up in $\frac{1}{4}$ and $\frac{1}{2}$ -pound cans at a small additional cost over list in 1-pound cans.

Rogers Colors In Oil

Made Chemically Pure for Decorators and Master House and Car Painters

These goods meet with the highest approval of the critical consumer, as they are unexcelled in fineness of texture, strength, purity and clearness of tone.

Furnished in large tubes (doz.), 1 pound cans, 5 pound cans, 12 $\frac{1}{2}$ -pound pails and 25-pound pails.

Blacks

Ivory Drop; English Coach; Sign Painters' and Lamp.

Blues

*Prussian; Cobalt and *Ultramarine.

Browns

Raw and Burnt Turkey Umber; Raw and Burnt Italian Sienna and Vandyke.

Greens

Chrome, Light, Medium and Dark.

Reds

Detroit Red; American Vermilion; English Rose Lake; Bright Tuscan; Tuscan; Turkey; Indian; English Venetian and Bulletin Red.

Yellows

Chrome, Light, Medium, Orange and Dark Orange; French Yellow Ochre.

On account of their large bulk we do not furnish Blacks, American Blue and Browns in 25-pound pails.

*Put up in $\frac{1}{4}$ and $\frac{1}{2}$ -pound cans at a small additional cost over list in 1-pound cans.

Rogers Dancing Floor Wax (Powdered)

Put up in convenient shaker-top cans ready to sprinkle on floor. Smooths out under the feet and does not dust up. Furnished in $\frac{1}{2}$ -pounds and pounds.

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Rogers Disinfectant

A Highly Refined Tar Disinfectant

A pure powerful Disinfectant which is manufactured from a pure coal tar oil. After it is distilled it contains no disagreeable substance and will be found to be extremely effective wherever a disinfectant is employed.

Its uses being varied it can be used for burns, cuts, sores, etc., very effectively or as a general Disinfectant. When dropped in water it forms a milk white emulsion.

Furnished in 2-ounce bottles, 4-ounce bottles, 8-ounce bottles, pint bottles, quarts, gallons, 5-gallons and barrels.

Rogers Disinfectant No. 2

Similar to Rogers Disinfectant, but not quite so strong. Used extensively for the disinfection of public buildings, factories, railway companies, street railway companies, etc.

Furnished in barrels—weight, 500 pounds.

Rogers Pine Oil Disinfectant

Hygenic Laboratory Coefficient 5

Furnished in 2-ounce bottles, 4-ounce bottles, 8-ounce bottles, pint bottles, quarts, gallons, 5-gallons and barrels.

Rogers Dry Colors

The Dry Colors listed are, with few exceptions, the same as we use in our own plant, the majority being the product of our dry color factories, and as such will be found vastly superior in color, tone, strength and fineness to the jobbing grades so frequently offered on the market.

Our line of dry color deserves the consideration of every dealer in this character of material, as it comprises the very best colors and quality it is possible to produce.

Furnished in 6-pound packages, also kegs and barrels (with the exception of Germantown Lamp Black which is put up in one-quarter and one-pound packages).

Lamp Black—Germantown

One-pound packages; quarter-pound packages.

Ivory Black

Powdered.

Blues

Chemically Pure Prussian; No. 1 Prussian and Ultramarine (C. U.).

Browns

Imported Raw Turkey Umber; Imported Burnt Turkey Umber; Imported Raw Italian Sienna; Imported Burnt Italian Sienna and Van Dyke.

Greens

No. 5 Chrome, Light; No. 5 Chrome, Medium and No. 5 Chrome, Dark.

Reds

Imported English Tuscan; Genuine English Rose Pink; Turkey Red, Dark; Premier Non-Fading, Light, Medium and Dark; American Vermilion, Light and Dark.

Yellows

No. 5 Chrome, Light, Medium and Orange.

Ochres

Imported French Ochre and Domestic Ochre.

Whites

Extra Bolted Gilders Whiting.

Metallic Paints

Venetian Oxide and Princess Metallic.

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards

(Color cards follow page 23)

Rogers Elastic Roof Cement

Rogers Elastic Roof Cement is a soft, plastic material which readily adapts itself to the contraction or expansion of the surface on which it is applied. Its firm grip is not affected by jarring or vibration of the surface on which it is applied. It never becomes brittle but retains a firm, elastic consistency.

It is water-proof and is not discolored by rain-water. It does not require heating under ordinary conditions and may be applied in any kind of weather. Its application to any surface is extremely easy, as it may be applied with a trowel. Because of its permanency and protective quality, it is the most economical and practical roof cement obtainable. Put up ready for use in 1, 5, 25 and 100-pound containers and also in barfels. Rogers Elastic Roof Cement is a most excellent material for repairing tin, corrugated iron, paper or composition roofs.

Furnished in 1-pound, 5-pound, 25-pound, 50-pound, 100-pound, $\frac{1}{2}$ -barrels and barrels.

Rogers Fadeless Green (Paste Form)

A High-Grade Tinting Green

This is a paste paint for use as an outside paint, trimmers, etc.; also a splendid article for use in making a green shingle stain. Put up in 1, 5, 12 $\frac{1}{2}$ and 25-pound packages. Shades: Light, Medium, Dark and Double Dark.

Rogers Flat Black

Prepared ready for use. Can be used on either metal or wood for producing a dead black, wrought iron finish. For ornamental iron work, picture frames, mouldings, lamps, gas fixtures, etc. It is very economical, owing to its great covering capacity. Wears well.

Furnished in $\frac{1}{4}$ -pints, $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Rogers Floor-Brite

For renewing the lustre on waxed or varnished surfaces. Brings back the original gloss on woodwork and floors which have begun to show wear. Eliminates heel marks, scratches and water spots. Renders unnoticeable, places where the varnish on floors has begun to wear through. Picks up the invisible layer of dirt and dust, while it cleans and polishes. Revives the elasticity of varnish, preventing it from cracking and scarring. Brightens the colors in oil cloth and linoleum. Easily applied with a cloth. Should not be exposed to an open flame or sparks.

Furnished in pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Rogers Furniture and Automobile Polish

Made expressly to restore and preserve the finish of all varnished surfaces, such as the surfaces of pianos, fine furniture, oil paintings, woodwork, floors, automobiles, etc. Polishes easily. Removes dust, fly specks, ink-stains, finger-marks. Does not leave the surface oily or gummy to collect dust. Non-combustible and contains no material that will injure pianos or the finest furniture.

Furnished in 4 ounce bottles, 12 ounce bottles, $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons

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Furnished in 1-pound, 5-pound, 25-pound, 50-pound, 100-pound, $\frac{1}{2}$ -barrels and barrels.

Rogers Fadeless Green (Paste Form)

A High-Grade Tinting Green

This is a paste paint for use as an outside paint, trimmers, etc.; also a splendid article for use in making a green shingle stain. Put up in 1, 5, $12\frac{1}{2}$ and 25-pound packages. Shades: Light, Medium, Dark and Double Dark.

Rogers Flat Black

Prepared ready for use. Can be used on either metal or wood for producing a dead black, wrought iron finish. For ornamental iron work, picture frames, mouldings, lamps, gas fixtures, etc. It is very economical, owing to its great covering capacity. Wears well.

Furnished in $\frac{1}{4}$ -pints, $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

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Rogers Furniture and Automobile Polish

Made expressly to restore and preserve the finish of all varnished surfaces, such as the surfaces of pianos, fine furniture, oil paintings, woodwork, floors, automobiles, etc. Polishes easily. Removes dust, fly specks, ink-stains, finger-marks. Does not leave the surface oily or gummy to collect dust. Non-combustible and contains no material that will injure pianos or the finest furniture.

Furnished in 4 ounce bottles, 12 ounce bottles, $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
(Color cards follow page 23)

ROGERS INSECTICIDES AND FUNGICIDES

Rogers Dry Arsenate of Lead

Rogers Dry Powdered Arsenate of Lead represents the highest point of perfection in Arsenical Poisons for fruit tree spraying.

To get a spray of uniform strength the insecticide and fungicide material must stay in suspension during the operation and as Rogers Arsenate of Lead is so fluffy and light it has proven very satisfactory.

It sticks to the leaves and covers them evenly, doing no harm to the fruit, as a result it gives quick action in controlling leaf eating and chewing insects.

It will not freeze, it will not dry out and can be carried over indefinitely. It is put up in sift-proof packages in the following sizes: 1-pound cartons, 4-pound bags and 100-pound steel drums.

Rogers Arsenate of Calcium

Popular in many sections owing to the fact that it is cheaper in price by a few cents per pound than Arsenate of Lead. The material is now being recommended by the government for Insecticide use and has also been discovered to be effective against boll weevil if dry dusted while the dew is on the plant. Put up in the following sizes: 1-pound cartons, 4-pound bags and 100-pound steel drums.

Rogers Dry Bordo Mixture

There is still a big demand for Bordo Mixture in some localities and we are offering an absolutely reliable Bordo Mixture in dry form. When Blue Vitriol is mixed with water and stands any length of time, it deteriorates, therefore the Dry Bordo Mixture is a better material to handle than the paste goods. Put up in the following sized packages: 1-pound cartons, 4-pound bags and 100-pound steel drums.

Rogers Dry Lime Sulphur

Rogers Dry Lime Sulphur is a patented article and is the only real Dry Lime Sulphur on the market and should not be confused with the various mixtures that have been sold with unfavorable results as a substitute for liquid Lime Sulphur Solution. Rogers Dry Lime Sulphur when used according to our directions, will give better results than the liquid solution. The many advantages that it offers to the grower, to the dealer and the distributor make it worthy of the attention of everyone interested in Insecticides and Fungicides. It is put up in the following sizes: 1, 5 and 10-pound cans, and 25, 50, 100 and 200-pound steel drums.

Rogers Leaded Bordo

This is a combined Bordo Mixture and Arsenate of Lead. It is in dry form and is far superior to any paste material. The Bordo Mixture is used for the blight and is a preventive of diseases. Arsenate of Lead is an insecticide; the combination of the two gives us a Two-in-One spray which is being sold more extensively every year. It is put up in the following sizes: ½ and 1-pound cartons, 4-pound bags and 100-pound steel cartons.

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
(Color cards follow page 23)

Rogers Paris Green

A reliable and effective green with many advantages due to long experience and extreme care in its manufacture. Rogers Paris Green is the safest, most effective and economical green produced.

It is put up in: $\frac{1}{2}$ and 1-pound cartons, 14-pound kits, 100-pound steel drums and arsenic kits.

Rogers Liquor Cresolis Compositus U. S. P.

Standard Antiseptic and Disinfectant

Furnished in quarts, gallons, 5-gallons and barrels.

Rogers Linseed Oil Soap

Rogers Linseed Oil Soap made from Pure Linseed Oil and Electrolytic Potash, contains no animal fats—no free caustic alkali.

Made expressly for washing painted, enameled and varnished surfaces. Can be used safely in washing the finest paint finish as well as the automobile.

It has a legitimate use in every household, office building, theatre, hotel and garage.

Directions for Washing Floors, Woodwork, Marble, Tile, Furniture, Automobiles, Etc.

Dissolve one or two tablespoonsfuls of Rogers Linseed Oil Soap in a pail of water according to the work at hand. This will make a solution of heavy suds possessing extraordinary cleansing and brightening properties. Rinse off all work with clear water and then dry and polish with chamois or soft cloth. Use one heaping tablespoonful in dishwater. *Do not use hot or too warm water on varnished surfaces.*

For grease spots on clothing dissolve about one tablespoonful to a quart of water and apply freely on spots and soiled places.

Furnished in 1, 5, 10 and 50-pound cans; $\frac{1}{2}$ -barrels and barrels.

Rogers Liquid Gold

Prepared ready for use for all decorative purposes, as well as radiators, hot air registers, piping and similar surfaces. Produces a satisfactory imitation gold finish.

Furnished in $\frac{1}{8}$ -pints, $\frac{1}{4}$ -pints, $\frac{1}{2}$ -pints, pints, quarts, and gallons.

Rogers Liquid Roof Cement

A preparation unexcelled for repairing leaky roofs, where composition roofing is used.

Furnished in gallons, 5-gallons, $\frac{1}{2}$ -barrels and barrels.

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
(Color cards follow page 23)

Rogers Liquid Slate (For Blackboards)

An article which all dealers should carry in stock. By calling the attention of school directors and school teachers to these goods, quite a demand may be created for them. An excellent new writing surface is produced by the application of three or four coats of it, and an old, worn blackboard is made like new by one or two coats. Made in Black.

Furnished in $\frac{1}{2}$ -pints, pints, quarts and gallons.

Rogers Liquid Wax Polish

Prepared ready for use. Easy to apply evenly on all surfaces where a wax finish is desired. Specially adapted to dancing floors, bowling alleys, etc., which are subject to severe usage. Unequalled for use on furniture and Mission wood work. Has exceptional covering capacity; very economical.

Furnished in $\frac{1}{2}$ -pints, pints, quarts and gallons.

Rogers Master White

A prepared paint for buildings, outside and inside, where a moderate priced paint is desired. Master White is full bodied, extremely white and has exceptional covering qualities. Recommended for large industrial accounts, green houses, lumber companies, mines and mills.

Furnished in gallons, 5-gallons and barrels.

Rogers Master Painters Flat White

A popular price flat finish for walls and woodwork. Has good covering, working and flowing qualities. Made to satisfy a definite demand of the large user who uses White and tints his own shades.

Furnished in gallons, 5-gallons and barrels.

Rogers Ochres In Oil

Ground extremely fine; specially prepared for painters' use. Have strong tinting powers. The finest Ochres on the market

Furnished in 1, 5, 12 $\frac{1}{2}$, 25 and 100-pound packages.

Rogers Onyx Chrome Ochre; X Yellow Ochre; XXX French Ochre.

Rogers Onyx Black

Onyx Black makes an ideal paint for felt, paper, shingles or composition roofs, because it effectually seals up all porous surfaces making them waterproof. It will stop leaks and add many years to the life of a roof. It resists the destructive elements of rain, snow, sleet and the hot sun. Can also be recommended for interior or exterior painting on wood or metal surfaces where a high glass elastic black finish is desired. Also Onyx Black Reducer.

Furnished in gallons, 5-gallons and barrels.

“Rogers” Products

Alphabetical List of Products Not Shown on Color Cards
(Color cards follow page 23)

Rogers Old English Enamel Undercoater

Best results are obtained from Rogers Old English Enamel by using Rogers Old English Enamel undercoater for the ground or foundation coats. It dries with a semi-gloss and gives a hard surface over which to apply Old English Enamel.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

Rogers Penetrating Wood Stain Reducer

For use in reducing Rogers Penetrating Wood Stain where lighter shades are desired. Put up in cans only.

Furnished in $\frac{1}{2}$ -pints, pints, quarts and gallons.

Rogers Prepared Wax

For polishing floors and interior woodwork, furniture and automobiles. Has no equal for dance floors and bowling alleys. Apply with rag or waxer, and polish with a cloth. It shines quickly and will hold its lustre.

Furnished in $\frac{1}{2}$, 1 and 5-pound cans.

Rogers Glaziers Putty

Our Glaziers Putty is straight whiting putty containing no putty powder, marble dust or other adulterations. A most superior article for general use. It runs free under the knife of the glazier, dries hard without cracking and will stay where it is put.

Furnished in 1, 5, 12 $\frac{1}{2}$, 25 and 50-pound cans; 100-pound tubs, bladders in barrels, and bulk barrels.

Rogers Reliable Roof Paint

A heavy, rubberlike, waterproof liquid for general use on roofs of all kinds, iron, steel, tin, wood, etc. It is proof against heat, water, steam, the sun, rust, etc. Produces a jet black finish and prevents decay. Can also be used for interior or exterior painting when a high gloss elastic finish is desired on wood or metal surfaces.

Furnished in gallons, 5-gallons and drums.

Rogers Screen Enamel

Dries hard with a high gloss. Covers solid without clogging up the mesh. Prevents rust and keeps dust from adhering to the screen. By the use of this Enamel window screens and door screens may be made to last indefinitely. To be used on the wood frames as well as the wire.

Black and Screen Green.

Furnished in $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons and gallons.

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
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Rogers Shellacs

Rogers Shellacs comprise a full line, both white and orange. They are made of selected gum, four and four and one-half pound cut and possess excellent sealing properties. No better material can be found wherever a shellac is needed.

Pure White; Pure Orange; No. 1 White; No. 1 Orange.

Furnished in $\frac{1}{4}$ -pints, $\frac{1}{2}$ -pints, pints, quarts, $\frac{1}{2}$ -gallons, gallons, 5-gallons and barrels.

Shellac Substitute

(See Rogers Det-Lac, Page 5)

Rogers Sheep Dip

One of the products of our coal-tar plant—a creosote dip and disinfectant—which is very powerful and pure, meeting every requirement in such a product. It is a dark brown liquid, which forms a milk-white emulsion in water. It is non-caustic and requires no boiling.

Furnished in pints, quarts, $\frac{1}{2}$ -gallons, gallons, 5-gallons, and barrels.

Rogers Stove-Pipe Enamel

Imparts a beautiful black lustre finish to stovepipes, grate covers and all iron surfaces; prevents rust; stands a high degree of heat. Must not be applied in close proximity to flame, open fire or sparks, or on superheated surfaces, as it is inflammable under these circumstances. Should be applied, however, to surfaces while they are still warm, thus obviating smoke, and producing a fine finish of great durability.

Furnished in $\frac{1}{4}$ -pints, $\frac{1}{2}$ -pints, pints, quarts and gallons.

Rogers Stainfloor Brushes

An excellent brush for doing small work. It is this brush that we offer in connection with our free sample plan on Stainfloor Finish—a brush which is really worth 15 cents retail.

Rogers Tinnners Red

An excellent quality Red Paint. Covers solid in one coat, brushes out easily and produces a paint film that is durable. Used for painting iron, tin, eaves-troughs, etc.

Furnished in gallons, 5-gallons and barrels.

Rogers Tick Dip, D

(Approved for use against Texas Fever Tick)

An Arsenical Cattle Dip for cattle, horses, and all live stock. Can be used either as a spray or dip. Protects cattle from the tick and other parasites. Tick Dip D has been approved by the United States Government Bureau of Animal Industry and they recommend a dilution of 1 gallon of Rogers Tick Dip D to not more than 114 gallons of water.

Furnished in gallons, 5-gallons, drums.

Drums, no charge (non-returnable).

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
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Rogers Venetian Red

The three grades are ground extremely fine. Used very extensively by the painter for tinting and well adapted for general use. Furnished in 12½ and 25-pound cans; 100-pound kegs. Venetian Red X; and Venetian Red XXX.

Rogers White Lead (Strictly Pure)

Made from strictly pure white lead and finely ground in pure, especially prepared linseed oil. For use should be thinned to proper spreading consistency with pure linseed oil and enough turpentine dryer to secure drying properties according to weather conditions. Prices and discounts listed on Special Lead Quotation Slip, furnished upon request. Put up in 1, 5, 12½, 25 and 50-pound pails and 100-pound kegs; also 300 and 500-pound casks.

Rogers Liquid Wood Fillers

For Close-Grain Woods

Made specially for first coat on interior woodwork (not floors). Fills and seals the grain of the wood and forms an ideal undercoat. ing for succeeding varnish coats. Furnished in ½-pints, pints, quarts, ½-gallons and gallons.

Rogers Paste Wood Fillers

A Perfect Filler for Oak and All Open-Grain Woods

Dries hard, is non-porous and does not shrink. Made in Light (Transparent), Dark Brown, Antique, Golden Oak and Mahogany. Furnished in 1, 5, 12½ and 25-pound cans.

Rogers Wall-Tona Glazing Liquid

For use in reducing Rogers Wall-Tona Mottling Colors before applying over Rogers Wall-Tona. Furnished in pints, quarts and gallons.

Rogers Wall-Tona Mottling Colors (Glaze Colors in Tubes)

For Use in Producing Mottled Effects Over Wall-Tona

These Mottling or Glaze Colors are of a transparent nature and blend in with the undercoating, producing a depth of tone and richness impossible to secure through the use of solid or opaque material. These colors come in paste form and are reduced to a proper consistency for application with Rogers Wall-Tona Glazing Liquid. The mixture is roughly applied with a good sized wall brush and blended or mottled by stippling or pouncing the surface with a crumpled rag. These colors can be mixed to obtain different shades and should be thoroughly blended before the liquid is added. It is a very easy matter to produce these artistic effects with this line of materials. The goods are put up regularly in quarter-pound tubes only.

Furnished in Large Tubes

Greens

Vert Emeraude; Verdigris; Sap Green; Olive Lake; Emerald; Moss; Myrtle; Deep Olive; Peacock; Sage Gray and Steel.

Browns

Raw Sienna; Burnt Sienna; Raw Umber; Burnt Umber; Vandyke; Japanese Brown; Golden; Sepia; Persian; Brown Sienna and Mauve.

Blues

Cobalt; Prussian; Italian; Ultramarine and Deep Cerulean.

Reds

Florentine Lake; Vienna Rose Lake; Scarlet Lake and Heliotrope Lake.

Yellows

Indian; Yellow Lake, Dark; Italian Pink; Royal Golden Lake; Orange Lake; Chrome Yellow, Light; Chrome Yellow, Medium and Golden Ochre.

Whites

Stencil White.

"Rogers" Products

Alphabetical List of Products Not Shown on Color Cards
(Color cards follow page 23)

Rogers Wall-Tona Brushes

A high grade four-inch wall brush, rubber-set, long stock and perfectly balanced. The type of brush that is liked best by most painters.

Rogers Wall-Tona Mixing Size

For use in mixing with Rogers Wall-Tona for first coat on all plastered walls which have not been previously finished. Sizes the wall and prevents suction.

Furnished in quarts, $\frac{1}{2}$ -gallons, gallons, 5-gallons and barrels.

Rogers Wood Preservative

High boiling point (Anthracene) oil of type known as Carbolineum oil.

No. 1—Acts as a preservative on posts, buildings, and other wooden places. Possesses disinfectant properties which make it useful in chicken houses and stables. Sold extensively in farming communities for a general farm disinfectant.

Furnished in gallons, 5-gallons and barrels.

Rogers Zincs

This line comprises both American and French Zincs. French Zincs in Varnish are high grade materials made from French Zinc ground in a high quality varnish. American and French Zincs in Oil are various grades of Zincs ground in pure linseed oil and sold at favorable prices. Used largely in the making of enamels; a big demand coming from the painter trade.

Furnished in 1, 5, $12\frac{1}{2}$ and 25-pound cans.

Zone Marking White

(Also Yellow)

Covers solid one coat over average street surfaces, and spreads farther than ordinary outside paint and dries quickly. Is being used extensively on municipal, county and state highway work.

Furnished in gallons, 5-gallons and barrels.

Wall-Tona Free Brush Offer to Painters

(Wall-Tona color card will be found on the pages following)

One of the most essential factors to thoroughly satisfactory results with flat wall paint—both as to economy of material and rapid workmanship, as well as attractive appearance—is the use of a good brush



As an inducement to contracting painters to try our exceptionally high grade flat wall paint—Rogers Wall-Tona—we make the following Special Offer *with initial order only*. To any contracting painter who places a bona fide order for 18 gallons or more of Rogers Wall-Tona, white or colors, we will send express or parcel post charges prepaid from Detroit, free of charge, one of our Wall-Tona Brushes; a high grade 4-inch wall brush; rubber set, long stock, and perfectly balanced—one of the best painter's brushes produced.

Where the order is placed with one of our agents for delivery from his stock, the dealer must place an order with us or the jobber from whom he buys, for 18 gallons or more of Wall-Tona to replace his stock, and give us the name and address of the painter to whom the brush is to be given.

Free Brushes are in all cases sent from Detroit direct to the painter—or if preferred, to the agent marked for the painter, but we must have the painter's name and address. And only one brush will be given free to any one painter.

These brushes are special value, and where desired, we will sell them to dealers for their own stock on a very favorable basis.

Stainfloor Introductory Trial Can Plan

(Stainfloor color card will be found on the pages following)

If there is anyone who doubts that Rogers Stainfloor Finish will do all we claim for it, all he has to do is give it a trial. A thorough trial on his part will convince

BIG **40¢ Worth of Merchandise for 10¢**
INTRODUCTORY OFFER

ROGERS
STAINFLOOR FINISH

A tough, durable, elastic finish that is not affected by hot or cold water and dries hard over night. Put up in all sizes from quarter pints up. Made in Oak, Walnut, Mahogany and other colors to produce the popular hardwood effects.

For Floors, Woodwork, Furniture, Etc.



For 10c and coupon below you will receive Full Quarter-Pint Stainfloor and Brush

You save money by filling out the coupon and bringing it with 10c to

Your Name Here

This coupon and 10 cents entitles the holder to a new brush and a trial can (full quarter-pint size) of The Detroit White Lead Works well known "Rogers Stainfloor Finish," any color selected.

Name _____
Address _____

The best way to let the people in any locality know about Stainfloor has proven to be our Introductory Sample Plan—whereby a regular quarter pint can of the goods is given free to anyone buying a regular fifteen-cent value brush for special price of 10c—or in other words a Special Deal giving 45c worth of merchandise for 10c.

We supply dealers with coupon handbills for systematic house to house distribution; also newspaper electros with coupon good for a quarter pint can if brought into the dealer's store with ten cents for the brush.

We stand all of the cost of this sample distribution to make people familiar with the exceptional quality of Rogers Stainfloor Finish. The quarter pint cans are billed to the merchant at his regular dealer's price, but when the dealer returns the

signed coupons to us, or to the jobber from whom he purchases, the full amount charged is rebated to him, covering all coupons returned. The brushes are purchased from us by the dealer at wholesale price of 8½¢ each, and as he keeps the dime, he makes a trifle on each transaction, and we stand the entire cost of the sampling.

Sanitary Enamel Introductory Trial Can Plan

(Sanitary Enamel color card will be found on the pages following)

[[The widespread vogue for home painting of breakfast sets, furniture and woodenware novelties has made hundreds of people in every locality enthusiastic users of painting materials, once they try a single piece]]

SPECIAL-INTRODUCTORY OFFER!

ROGERS
THE MARK OF QUALITY

SANITARY ENAMEL

for Breakfast Room Sets
Painted Furniture—Enameled Woodwork
Kitchen and Bathroom Walls, Etc.



Enameling is all the vogue now. Rogers Sanitary Enamel is a strictly high quality product, with which a high class enamel finish, of extreme permanence, can be produced.

For 10c and coupon below you will receive Quarter-Pint Sanitary Enamel and Brush

Trial Offer Coupon
This coupon and 10c entitles holder to a regular 15c value brush and a QUARTER PINT CAN OF ROGERS SANITARY ENAMEL.
Name _____
Address _____
Detroit White Lead Works • Detroit

The best method of introducing and stimulating the use of Rogers Sanitary-Enamel in any locality has been proved to be our trial can sampling proposition.

The plan is exactly the same as the Stainfloor Trial Can Proposition described on the preceding page.

We supply the dealer with coupon handbills and newspaper electros with coupon good for regular quarter pint can of Rogers Sanitary Enamel, if presented at the dealer's store with 10c for a regular fifteen-cent value brush.

We stand all of the cost of the samples distributed. The quarter pints are billed to the dealer at his regular price, but when he returns the signed coupons to us, or the jobber from whom he buys, he receives credit for the full amount he paid for the quarter pint cans, cover-

ing all coupons returned. The brushes are purchased from us by the dealer for 8½c and as he keeps the dime, he makes a small profit on each transaction.

Barn Paint Free Sample Proposition

(Barn Paint color card will be found on the pages following)

Our Barn Red is such an excellent piece of goods that a trial of it at once demonstrates its superior ability to cover solidly with one coat over a previously painted surface, as well as its unusually attractive color

FREE SAMPLE COUPON

From

Detroit White Lead Works
Detroit, Mich.

Makers of



Paints - Varnishes
Lacquers



TAKE this to the dealer whose name is in the letter accompanying it and he will give you absolutely free a one pint sample can of Rogers Barn Paint.

The best paint made for the purpose.

When receiving, sign this and leave with dealer

Name.....

Address.....
EN16

WITH every order from the dealer for 50 gallons of Rogers Barn Paint in cans, we will supply free of all charges, 24 one pint cans of Barn Red. With a 100 gallon order, we will allow 48 pints free.

When our representative takes an order of this kind, he is to accompany the order with a list of 24 or 48 barn owners in the locality.

Upon receipt of order (or copy of order if merchandise is shipped from Jobbers stock) we will send the pint sample cans to the dealer from Detroit free of cost, transportation charges prepaid.

As soon as the shipment of samples has had ample time to arrive, we will write all the barn owners on the list a strong letter regarding the merits of Rogers Barn Paint and enclose a coupon good for a pint can free, if presented at the dealer's store.

A pint can contains enough paint to cover a door or similar amount of surface, which will give a suitable demonstration of what our goods will do.





MACHINE MADE P A I N T



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE

PAINT~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.



The merit of Rogers Machine Made Paint has so impressed itself on users that it is sold in large quantities to those who know its virtues. For those who are unfamiliar with its advantages, this card will serve to briefly convey the reasons for the standing it enjoys with consumer and painter.

First of all, the quality of each raw material entering into the manufacture of Rogers Machine Made Paint is selected and inspected by a staff of highly competent experts who have spent the greater portion of their lives in the paint manufacturing business. They are in a position to know and when they put their final O. K. upon a product, you may depend upon its being 100 per cent right.

Second, the machinery used is of the latest type and design, such as insures the most uniform mixing and grinding operations, which are extremely important if a good paint is to be made.

Our facilities for the manufacture, sale and distribution are the result of many years of experience and careful planning—this has really brought about an economically sound arrangement from which all frills and superfluities which at one time prevailed, have been thoroughly removed, thereby placing us in a position to sell the highest grade of serviceable house paint at a price which is extremely fair.

Estimating the Quantity

To Estimate Quantity Required for Two Coats of Rogers Machine Made Paint

- 1—Measure the distance around the building.
- 2—Multiply the distance around the building by the average height, which will give the square feet of siding.
- 3—Divide the number of square feet of siding by 360 which will give approximately the number of gallons of Rogers Paint required for the body of the building—two coats.
- 4—For the cornices and other trimmings, figure in addition from one-eighth to one-fifth of the quantity required for the siding.
- 5—To ascertain the number of gallons required for floors and ceilings of porches, calculate the square feet in these surfaces, and then divide by 360 for two coats.

Directions for Using Rogers Machine Made Paint.

Mixing—Pour the liquid into another container, then mix the pigment (that may have settled) to a soft consistency and pour the liquid back, a small amount at a time; mix well after each pouring until whole contents are evenly mixed throughout.

New Work

Priming Coat—Give all knots and sappy spots a coat of pure shellac and allow to harden over night. For priming coat on new work, add one-half gallon of linseed oil and one pint turpentine to each gallon of paint. If to be applied on yellow pine or sappy wood, use an additional pint of turpentine. When primer is fairly dry, putty holes.

Second Coat—Add one pint of linseed oil and one pint of turpentine to each gallon of paint.

Third Coat—Add about a half pint of linseed oil to each gallon of paint.

Old Work

First Coat—It is important to remove all loose paint, scale and dirt. Add one pint of linseed oil and one pint of turpentine to each gallon of paint.

Finishing Coat—Add about a half pint of linseed oil to each gallon of paint.

One Coat Job—Apply as it comes in the can or, if a little heavy, add one-half pint of linseed oil to each gallon of paint.

Suggestions to Obtain Best Results

Don't apply too heavy but brush out to an even fairly thin coat.

Don't apply paint on a frosty, damp or greasy surface—it will blister or peel. If wood is very porous, add an extra small amount of linseed oil to priming coat.



MACHINE MADE PAINT



No. 1—Ivory



No. 2—Light Cream



No. 51—Rich Colonial Yellow



No. 16—Buff



No. 11—Drab Brown



No. 6—Light Fawn



No. 553—Fog Gray



MACHINE MADE PAINT



No. 20—Silver Gray



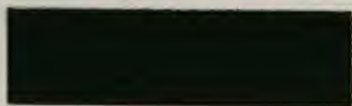
No. 7—Azure Blue



No. 554—Dove Gray



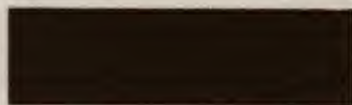
No. 5—Nile Green



No. 52—Permanent Green



No. 3—Scotch Gray



No. 8—Seal Brown

Also OUTSIDE WHITE, INSIDE GLOSS WHITE,
INSIDE FLAT WHITE and BLACK.



WALL~TONA



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE

PAINT~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.



FOR permanent beauty and real practical value, painted wall finishes done in Rogers Wall-Tona are ideal. Whether your preference is for the chaste, velvety surface of the simple Wall-Tona Colors or intermixed mottling, or two-tone combinations, the process is simple and sure.

We recommend Wall-Tona for all interior decorative work where a rich, lasting, non-glossy wall finish is desired. Wall-Tona is economical to use and is therefore specified by architects generally for large public buildings. It is equally desirable in homes, both large and small. The housewife will thoroughly appreciate the ability to wash off fingermarks or soil, and will be delighted to find that she can rearrange her pictures and furniture at will. Wall-Tona walls do not fade.

Wall-Tona is furnished in a variety of clean, attractive colors, which also lend themselves readily to inter-mixing.

For instance, the intermixing of equal parts of regular shades of Wall-Tona pink and cream produces a most delicate blend of pink, possessing a most dainty appeal and an unusual charm. The possibilities are unlimited in this realm. Beautiful, tapestry-like colors result from the impressing of one color of Wall Tona over another with the print of a sponge dipped in Wall Tona, while rich, luminous effects are attained by glazing and mottling Wall Tona.

Wall-Tona is specified by architects, is used by leading decorators and sold by established Rogers agents the world over.

Put up in quart, half-gallon, gallon and five-gallon cans, also in barrels.

DIRECTIONS

New Work—Inside Plaster, Brick, Cement Surfaces and Wall Boards.

One of the prime necessities in the successful finishing of porous surfaces is to see that the first or priming coat thoroughly seals the pores and stops the suction. Unless your sizing coat is absolutely right, good results cannot be obtained with any flat all paint, as the color is apt to strike in cert in places and cause a spotty appearance.

Rogers Wall-Tona Mixing Size is an exceedingly powerful size which, if used according to directions, will thoroughly seal the most porous surfaces. Newly plastered walls should be allowed to stand at least two months before being painted, to permit thorough evaporation of the moisture within. It is highly important that the surface be thoroughly dry before painting.

First or Sealing Coat—Surfaces such as plaster, brick work and cement vary so much in their character, and texture that it is impossible to give specific directions that will cover every case. The average surface will be sealed by using a mixture composed of about equal parts of Wall-Tona Mixing Size and Wall-Tona of the desired color.

Second Coat—Rogers Wall-Tona applied as it comes from the can.

Third Coat—Rogers Wall-Tona applied as it comes from the can.

Thinning—Thinning may be necessary, as the character of wall surfaces varies under certain conditions. Pure spirits of turpentine only should be used for this purpose.

Note—First or sealing coat should be applied generously. At least twenty-four hours for hardening and drying should be allowed between coats. With the darker colors, one coat in addition to the sealing coat will usually cover and give good results; with the lighter colors, two coats in addition to sealing coat are generally needed.

New Work—Sized Muslin, Sanitas, Primed Metals, Etc.

Apply Rogers Wall-Tona of the desired color, as directed above, for second and third coats; no sizing or sealing coats necessary.

Old Work—Surfaces which have been previously painted with Wall-Tona, or any other flat oil paint, can be repainted with Wall-Tona of the desired color, as directed above for second and third coats, no sizing or sealing coats being necessary. Before starting see that surface is firm, smooth and free from all loose paint.



WALL-TONA



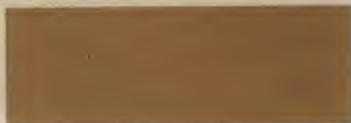
No. 29—Ivory White



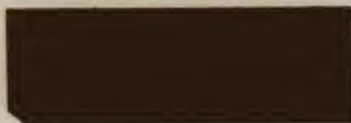
No. 15—Ivory Cream



No. 26—Caen Stone



No. 4—Buff



No. 7—Tobacco Brown

Covering Capacity of Wall-Tona Flat Wall Paint

One gallon of Rogers Liquid Wall-Tona will cover approximately 275 to 300 square feet, two coats, depending upon the condition of the surface over which the goods are applied. When used over smooth plastered walls one gallon will cover between 350 to 400 square feet, two coats.



WALL-TONA



No. 14—Pearl Gray



No. 27—Silver Gray



No. 9—Sky Blue



No. 20—Pink



No. 12—Pea Green

Also offered in PURE WHITE

Preparation of Wall Surfaces That Have Been Previously Papered

Thoroughly saturate the paper with hot water, applied with a calcimine wall brush or sponge. Scrape paper off with putty knife, and after the wall has become thoroughly dry, apply Rogers Wall-Tona of the desired color as directed for new work including the sizing or sealing coat.



SEMI-GLOSS WALL-TONA



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE

PAINT~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.

ROGERS Semi-Gloss Wall-Tona is a specially prepared finish for all interior surfaces—walls, ceilings, wood work. Dries with a semi-gloss finish.

This product has splendid covering capacity and is adapted for use in office buildings, factory offices, public institutions, hospitals, schools, etc., as well as residences wherever a semi-gloss finish is desired.

Because of its semi-gloss film, an ideal surface for washing is presented—considerably easier to clean than a flat wall finish. At the same time, this product diffuses the light well and provides restful, non-glaring lighting.

All pigments in Rogers Semi-Gloss Wall-Tona are the finest it is possible to procure for the purpose, and these are incorporated in hard gum varnishes that have been treated and aged to insure the most satisfactory results.

Directions for Using

Turn package upside down and shake vigorously then cut out top and mix to even consistency.

Have surface dry, clean and free from loose scale or grease.

Apply a heavy brushful of the paint and then brush out evenly.

Use Rogers Semi-Gloss Wall-Tona Reducer when the goods are too heavy or thick.

If Rogers Semi-Gloss Wall-Tona Reducer is not obtainable promptly and some thinner is necessary use pure turpentine.

When possible mix into one package a sufficient amount of the goods for each room and it is then sure to give uniform results.

If surface is not porous one coat will give splendid results, if surface is porous apply two coats.

Samples of the Colors



No. 202—Ivory



No. 201—Cream



No. 203—Buff



No. 204—French Gray



No. 206—Light Blue



No. 205—Nile Green

Also No. 200—WHITE

6 SHADE



STAINFLOOR FINISH



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE
PAIN~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.

ROGERS Stainfloor Finish is indispensable around an up-to-date home. The floors, woodwork, tables, chairs and other household articles after continued use become marred. You can change the entire appearance of your home and make it look cheerful by brightening up the dull places on the furniture and woodwork. A coat of Rogers Stainfloor Finish will do the work.

What is Stainfloor Finish?

Rogers Stainfloor Finish is a stain of rich color combined with a high grade durable varnish prepared ready for use, very easy to apply, flows out well under the brush leaving no brush marks. The result is a beautiful, smooth, glossy finish which does not turn white or mar readily.

Under ordinary conditions, it will dry hard over night. Stainfloor Finish is not affected by scratches and does not show heel marks. Neither is it affected by hot or cold water as the high quality of varnish used safely protects it from these elements. It is elastic, will not crack or chip. It covers scratches and mars effectively and makes the article look as good as new.

Is Not a Paint

Paint covers and obscures the grain while Stainfloor magnifies the grain of the wood. The number of shades as shown in this color card permits splendid artistic combinations for interior finishing and when used on soft wood produce finishes closely resembling expensive hard woods. It is also an economical finish as interior woodwork usually requires two operations to complete a stained finish. In Rogers Stainfloor Finish you have the two operations combined, thus effecting a saving of time and money.

Stainfloor Finish Splendid for Floors

Floors finished with Rogers Stainfloor Finish can be washed or wiped clean with a damp cloth as often as desired without injury to the lustre or durability of the finish. By substituting Stainfloor Finish and rugs, for carpets, the task of house-cleaning is very much lightened, while the sanitary condition of the home is greatly improved. Old floors can be made to closely resemble any of the costly hard woods. On rough, worn floors, Stainfloor Undercoat is used first before applying Stainfloor. Complete directions are shown on the back of this card.



PAINT-LACQUER-VARNISH

Rogers Paints—Machine Made—A standard and unsurpassed line of prepared house and building paints.

Rogers Fadeless Green—Non-fading, durable, beautiful and economical. Made in six shades.

Rogers Barn Paint—A good quality barn paint of very desirable color.

Rogers Brushing Lacquer—Many colors; dries while you wait.

Rogers Roof and Bridge Paint—A paint of excellent protective value. Made in four shades. For use on either wood or metal surfaces.

Rogers Graphite Paint—For painting metal surfaces.

Rogers Sanitary Enamel—Made especially for interior use. A paint and an enamel combined.

Rogers Wall-Tone—A beautiful flat finish for interior walls, ceilings and woodwork.

Rogers Creo-Stains—Commonly called Shingle Stains. In all the best shades.

Rogers Reliable Roof Paint—A liquid paint for general use on iron, steel, tin, wood, felt, paper, canvas.

Rogers Floor Enamel—Tough and durable; dries with a gloss; for inside floors.

Rogers Porch and Deck Paint—Made especially for outside use. Very durable.

Rogers Stainfloor Finish—A combination stain and varnish finish, for floors, furniture and woodwork.

Rogers Floor-Crack Filler—For filling crevices, knot-holes, etc., in floors, woodwork, etc.

Rogers Prepared Wax (Liquid and Paste)—For polishing floors, interior woodwork and mission furniture.

Rogers Floor-Brite—For cleaning, brightening, polishing and renewing the finish on floors.

Rogers Aluminum Enamel—For general use on radiators, gas ranges, stoves, steam-pipes, iron work, etc.

Rogers Furniture and Automobile Polish—For cleaning and polishing all varnished surfaces.

Rogers Stove-Pipe Enamel—For stove-pipes, coal scuttles, grates, etc. Will withstand high heat.

Rogers Automobile and Carriage Paints—For painting automobiles, carriages, sleighs, boats, etc.

Rogers Auto Top Dressing—For auto and carriage tops and all patent leather parts.

Rogers Wagon, Truck and Tractor Paints—For wagons and implements.

Rogers Screen Enamel—For painting frames and wire of window and door screens.

Rogers Cycle Enamels—For re-enameling bicycles Made in all desirable colors.

Rogers Oil Wood Stains—For staining new wood; a master painter's product.

Linseed Oil Soap—A linseed oil soap for cleaning painted and varnished surfaces.

Rogers Ab-lu-ent—The best paint and varnish remover manufactured.

VARNISHES

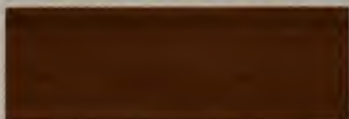
Rogers Detrol Varnishes—Five leading varnish specialties for master painters and architects.

Rogers Red Seal Varnishes—A special varnish for every purpose.

Rogers Fine Auto and Carriage Varnishes—For finishing automobiles, carriages, buggies, etc.



STAINFLOOR FINISH



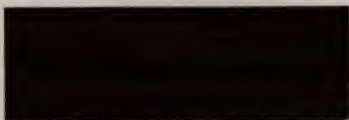
Light Oak



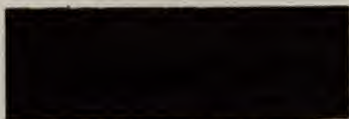
Golden Oak



Dark Oak



Walnut



Dark Mahogany



Ground Color

Stainfloor Finish is put up in the following sizes: $\frac{1}{4}$ Pints, $\frac{1}{2}$ Pints, Pints, Quarts, $\frac{1}{2}$ Gallons and Gallons.

DIRECTIONS FOR USING

Stir thoroughly and apply with varnish brush; allow from 36 to 48 hours between coats; be sure the surface to be finished is free from dust, dirt and grease, and thoroughly dry; sandpaper all rough places.

Open-grained woods, such as oak and ash, not previously used, should be filled with PASTE Wood Filler, and allowed to dry thoroughly before applying Stainfloor. Never use liquid wood filler on floors.

Care should be taken to have the surface as smooth and uniform as possible. If the floor has been previously painted and partly worn off, or is very rough, apply a coat of Stainfloor Ground Color before using the Stainfloor Finish. Stainfloor Ground Color is made especially for this purpose, and gives better results than any other primer or paint.

To lighten a floor painted in dark colors, repaint with Stainfloor Ground Color, and then finish with the desired shade of Stainfloor.

The removal of the old paint or varnish, if desired, can be accomplished by the use of Rogers Ab-lu-ent (Paint and Varnish Remover).

Dark Oak or Walnut will hide all discolorations on an old floor.

Two coats of Rogers Stainfloor Finish, applied just as the material comes in the can, will produce a pleasing surface. Three coats will give to any floor, however soft or porous, a full, lustrous finish.

Stainfloor dries hard and smooth. A Stainfloor surface is easily cleaned with a damp cloth. Cheap soap and ammonia have a tendency to destroy the lustre, and should not be used on a finished surface.

Stainfloor, when applied in accordance with instructions, will produce a tough, durable and elastic finish which will not crack, chip or show heel-marks and is not affected by hot or cold water. It can be used with equally good results on wainscoting, woodwork, furniture, doors, window sills, oil cloth, linoleum, etc.

CAUTION—In using STAINFLOOR, apply with the grain, that is, lengthwise with the boards, and finish a given number of boards right through before starting more, say 3 to 6 at a time; this will prevent laps. The first coat strikes in more rapidly than succeeding coats, and should be brushed out very thin. For first coat on hard maple or southern pine, reduce about one-third with turpentine.



FLOOR ENAMEL



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE

PAINT~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.



FLOOR ENAMEL

PREPARED ready for use and is very easily applied. It has a good covering capacity and is very durable. It will dry hard over night, producing a high gloss when drying conditions are favorable. Rogers Floor Enamel is put up in quarts, half-gallons and gallons.

Directions for Using

Be sure that the surface to be finished is clean and free from grease and dirt. Open the can and pour off the liquid at the top, into another container. Stir the pigment thoroughly from the bottom of the can, adding the liquid, a little at a time until all has been returned to the can. Keep working the paint up from the bottom of the can to mix thoroughly. Apply with a bristle brush, work the paint well into the pores of the wood. Brush out thoroughly into a thin, even coat. Two coats are recommended for old surfaces and three coats for new. Care should be taken that the previous coat is thoroughly dry before applying a succeeding coat. This paint will dry hard over night and can be walked upon the next morning. However, forty-eight hours should be allowed between the application of each coat when possible.

Fill all cracks and nail-holes, etc., with Rogers' Floor-Crack Filler.

Rogers Floor Enamel is equally good for cement or concrete floors. Have concrete dry—clean and free from grease, oil or dust. Add ten per cent turpentine to enamel for first coat on concrete and brush in well.

DIRECTIONS

For Roger's Porch and Deck Paint

1. Turn can upside down and shake vigorously, then open and stir contents to an even working consistency.

2. On new work three coats are recommended.

3. On new work first coat should be thinned with pure turpentine at the rate of one pint to the gallon. Other coats regular consistency.

4. On old work where two coats are used—thin first coat with turpentine at the rate of one pint to the gallon. Second coat to be regular consistency.

5. The important feature is making sure that paint dries properly—by following directions and making sure that the paint is well stirred and brushed, you insure good results.

6. Be sure that the surface is clean, dry, free from grease or oily substance.

7. Allow from 24 to 36 hours between coats.

8. Remember two thin coats always wear and look better than one heavy one.

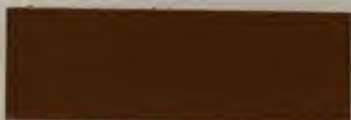
Rogers Porch and Deck Paint is put up in gallons, half-gallons and quarts, in the colors shown herein.



FLOOR ENAMEL



Yellow



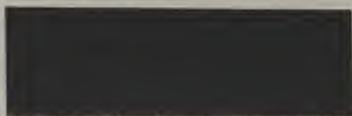
Light Oak



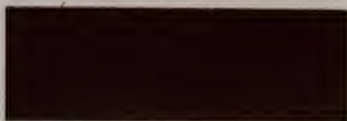
Dark Oak



Warm Gray



Gray



Indian Red

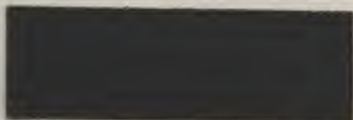
One quart of Rogers Floor Enamel is usually sufficient for the average kitchen floor.



PORCH AND DECK PAINT



Gray



Lead



Slate

PORCH AND DECK PAINT

THIS paint is made exclusively for exposed surfaces such as on porches and decks and as it is a rich oil paint especially prepared for this use, it will withstand the ravages of weather and hard usage.

Rogers Porch and Deck Paint will dry quickly and hard in from 36 to 48 hours after application. This is the most durable outside floor paint on the market and a trial will assure you of its merits.



FADELESS GREEN



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE

PAINT~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.

ROGERS Fadeless Green has been on the market for years, and enjoys its splendid reputation for the following reasons:

1. The quality of the pigments and liquids entering into the manufacture of this product is selected with extreme care and skill by men who know well what is required to give the best service when it comes to a green paint of this kind.

2. The right proportion of green pigment is combined with just the right amount of pure linseed oil and dryer, thereby making a well-balanced product.

3. The machinery used in grinding is of the highest type obtainable, and the operators of these machines are men trained in a splendid organization where individual responsibility is never treated lightly.

Whenever a good green is required, you can safely choose Rogers Fadeless Green, and depend upon securing satisfactory results from the standpoint of application, appearance and wear.

We wish to call your special attention to Shades No. 700 and No. 800. These shades can be used to advantage by many on dwellings of the colonial type where the architect or owner wants something a little different for a trimmer or for use on window blinds, casement doors, etc.

Rogers Fadeless Green always covers well, and because of this feature some people use only one coat on old work. Right here we want to make it clear that best results are secured by the use of two coats.

Sizes—Gallons, Half-gallons, Quarts,
Pints, and Half-pints



800



700



300



400

Precautions

Do not paint over a damp or greasy surface.

Do not add cheap thinners—they ruin good paint.

Do not use paint until after it has been thoroughly mixed by stirring and boxing (pouring from one can to another).

NOTE—Rogers Fadeless Green is not the cheapest green in the can, but is invariably the most economical on the job.

New Work

For new work we recommend three coats, well brushed—the first or primer coat to be thinned with pure raw linseed oil at the rate of 1 quart oil to a gallon of paint.



Old English Enamel



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE
PAINT~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.



OLD ENGLISH ENAMEL

Rogers Old English Enamel is the highest grade enamel produced for the finest work in residences, clubs, public buildings, hospitals, etc. It is unsurpassed by any other enamel made, imported or domestic.

Old English Enamel is of the long-oil type, and has a fullness of body, smoothness and depth of tone individual to this product. It is remarkably tough and resistant to wear.

Rogers Old English Enamel is offered in Pure White, Ivory White, and French Gray—both in gloss and dull finish. The gloss finish can be used for both interior and exterior work; the dull finish is intended for interior use only.

For whiteness, Rogers Old English Enamel, Pure White is incomparable. Sunlight seems to merely intensify its snowy appearance.

Directions for Use

FINE WORK

Apply four coats Rogers Old English Enamel Primer.
Apply two coats Rogers Old English Enamel.

MEDIUM WORK

Three coats Rogers Old English Enamel Primer.
Two coats Rogers Old English Enamel.

ORDINARY WORK

Two coats Rogers Old English Enamel Primer.
One to two coats Rogers Old English Enamel.

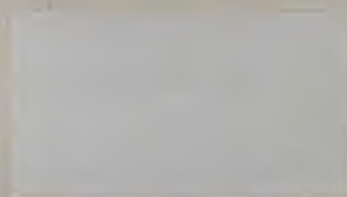
PRIMER

Allow Primer twenty-four to thirty-six hours between coats. Rub Primer with fine sandpaper to a smooth surface before applying Enamel.

ENAMEL

Stir well before using. Keep Enamel covered as much as possible to prevent skinning and also to keep dust and dirt out. Thin only with pure spirits turpentine. Allow Enamel two to three days between coats when possible.

Samples of the Colors



Pure White (Gloss)



French Gray (Gloss)



Ivory White (Gloss)

Rogers Old English Enamel is offered in the following sizes:

Gallons
Half-gallons
Quarts
Pints
Half-pints
Quarter-pints



SANITARY ENAMEL



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE

PAIN~T~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.

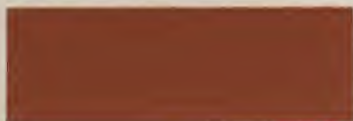


SANITARY ENAMEL

REGULAR COLORS



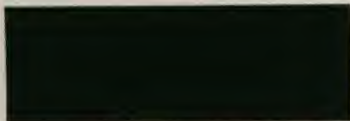
Ivory



Pink



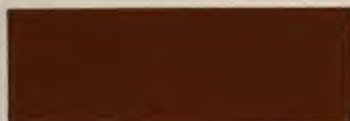
Sky Blue



Grass Green



Orange



Tan



SANITARY ENAMEL

Rogers Sanitary Enamel is all that the name implies.

It was formulated with the idea of producing a high grade enamel to cover a wide demand from the master painter, home owner and large industrial user.

It is specially adapted for woodwork in residences, walls and ceilings of kitchens, bath rooms, hotels, creameries, bakeries, etc.


Rogers Sanitary Enamel White is of exceptional value to the master painter because of its splendid working, covering and drying qualities.

DIRECTIONS FOR MIXING TINTS

Peachblow—Ivory (3 parts) tinted with Pink (1 part).

Mauve Tint—Pink (2 parts) tinted with Sky Blue (1 part).

Powder Blue—Gray (1 part) tinted with Sky Blue (1 part).

Willow Green— with
White (1 part) tinted
with Emerald (1 part).

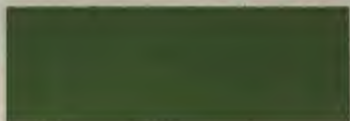
Beige Brown—Pink (5 parts) tinted with Willow Green (1 part).

Note—When adding the tinting color, pour it into the other color *very slowly*, stirring constantly until the desired tone appears. A quarter-pint can of the "tinting color" will usually be sufficient.



SANITARY ENAMEL

REGULAR COLORS



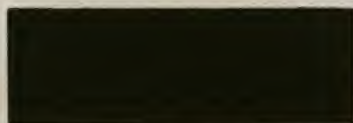
Emerald Green



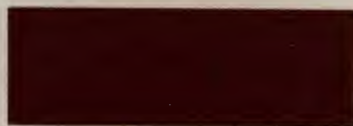
Yellow



French Gray



Willow Green



Carmine



Black

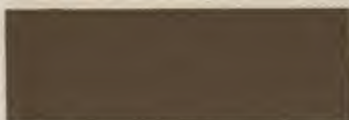


SANITARY ENAMEL

MIXED TINTS



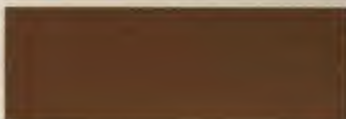
Peach Blow



Mauve Tint



Powder Blue



Apricot



Turquoise Blue



Beige Brown

SEE BACK OF CHART
FOR DIRECTIONS



OIL~WOOD STAIN



DETROIT WHITE LEAD WORKS

**MAKERS OF HIGHEST GRADE
PAINT~LACQUER~VARNISH**

ADMINISTRATION OFFICE, DETROIT, MICH.

ROGERS Oil Wood Stains is a perfected line of oil stains in which the binder is pure linseed oil with the necessary dryer and the colors the strongest and purest procurable.

These Stains are intended for use on new wood only. They work easily, do not raise the grain of the wood, and have no injurious effect upon finishing materials commonly used, such as shellac, wax or varnish. They are more simple of application than spirit, water and acid stains, and may be used with safety on the very finest grades of wood.

When finished with Rogers Detro Interior Varnish the most beautiful effects can be obtained.

Where an unvarnished stained effect is desired, these stains will give the greatest satisfaction, as they not only stain the surface, but also preserve the wood and repel water and moisture.

DIRECTIONS

Turn can upside down and shake vigorously, then open can and pour off liquids, mix the pigments that are left to a soft consistency, then gradually pour the liquids back, stirring vigorously, so that all the stain will be of an even consistency throughout.

Apply with a soft brush.

A darker shade can be obtained by applying one heavy coat or two thin coats. If a lighter shade is required, brush out thin.

After the stain has partly set, wipe off the excess stain with a piece of cloth. Allow the stain to dry over night before applying varnish or other finishing coats.

If used on open-grain woods like oak, the wood should be filled with Rogers Paste Wood Filler after stain is thoroughly dry.

If thinning is required, add turpentine.

Use Rogers Detro Interior Varnish for finishing when a varnish finish is required, or Rogers Detro Floor Varnish when used on floors.

Samples of the Stains



Light Oak



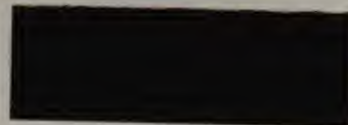
Dark Oak



Walnut



Dark Mahogany



Brown Mahogany

Rogers Oil Wood Stain is offered in the following sizes:

- Gallons
- Half-gallons
- Quarts
- Pints
- Half-pints



WAGON TRUCK *and* TRACTOR PAINT



DETROIT WHITE LEAD WORKS

**MAKERS OF HIGHEST GRADE
PAINT~LACQUER~VARNISH**

ADMINISTRATION OFFICE, DETROIT, MICH.

ROGERS Wagon, Truck and Tractor Paint is especially prepared for repainting wagons, trucks, heavy vehicles and implements of all kinds, such as are used by farmers, truck and transfer companies, coal merchants, etc. It stops decay, and not only imparts a handsome, durable, varnish gloss finish, but protects them from the destructive influence of the elements.

It is much more economical to keep implements of all kinds well painted, than to be obliged to go to the expense of replacing them within a comparatively short time, in consequence of improper protection against the elements. The cost is trifling when compared with the extra service rendered by vehicles protected with Rogers Wagon, Truck and Tractor Paint.

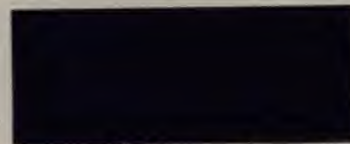
The line consists of five attractive colors such as are used by the leading manufacturers.

There are so many uses for an article of this kind on every farm or wherever wagons or implements are used, that the necessity for keeping a can on hand at all times cannot be too strongly urged.

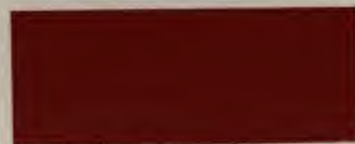
The goods dry quickly and are put up in cans ranging in size from gallons to pints, inclusive.



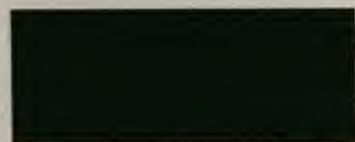
Yellow



Blue



Bright Red



Green



Black

Directions for Use

Turn can upside down and shake vigorously. Then open can and pour out liquids; mix up pigments to a soft paste and pour liquids back gradually, stirring vigorously as the liquids are added to get paint to even consistency throughout.

Have surface clean, dry and free from grease or oil.

If too thick, add a little turpentine.

Flow on one or more coats as required with a good varnish or paint brush; and allow two days between coats, when possible.



ROOF *and* BRIDGE PAINT



DETROIT WHITE LEAD WORKS
MAKERS OF HIGHEST GRADE
PAINT~LACQUER~VARNISH
ADMINISTRATION OFFICE, DETROIT, MICH.



ROOF AND BRIDGE PAINT

This paint is specially prepared for use on Structural Iron or Wood Work, Warehouses, Bridges, Barns, Tin Roofs, Fences, etc.

It furnishes a durable, protective covering, and beautifies metal, wood, brick, concrete, or any surface where a moderate priced finish is required.

DIRECTIONS

The surface to be painted should be perfectly dry, free from grease, dust and dirt.

For repainting, the old loose paint should first be removed with a scraper or steel brush.

Mix the contents of this package thoroughly before using. To secure the best results, the first coat on old or new work should be thinned with from one quart to one-half gallon of pure raw linseed oil for every gallon of paint. Allow the first coat to dry thoroughly before applying the second coat.

The finishing coat should be applied as it comes from the can unless too heavy in consistency, in which case thin with pure raw linseed oil to the desired consistency.

Rogers Roof and Bridge Paint is offered in the following size packages:

Barrels
Five Gallons
One Gallon



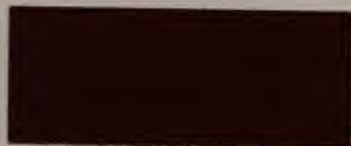
ROOF AND BRIDGE PAINT



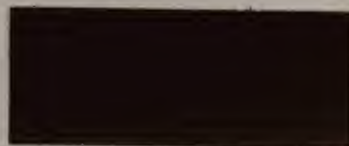
Slate



Dark Gray



Red



Brown



Bronze Green

Also Offered in Black

ROGERS
BRUSHING
LACQUER



DRIES
while you
wait

What Rogers Brushing Lacquer Will Do For You

This guaranteed lacquer will give you either an enamel finish or a clear "varnish" finish that "Dries While You Wait." You can use Rogers on any interior surface you would paint and on many surfaces where you can't use paint. You can lacquer paper, leather, cloth, metal or glass articles as well as furniture, woodwork, floors and every kind of bric-a-brac such as picture frames, household utensils and toys.

Lacquer your floors and use them again in half an hour.

Pin back the curtains and lacquer the window sills. They will dry before the curtains can wrinkle.

Lacquer the stairway, read the evening paper and walk up over the new finish when you're ready to go to bed.

Lacquer the table, prepare the meal and serve it on the new finish.

Put the kiddies to bed for their afternoon nap, lacquer their toys and they will be ready, brilliant, sanitary and enjoyable all over again when the kiddies awake.

The great big outstanding thing that has made Rogers so popular is that there is no sticky surface to catch the dirt or to cause mischief. "It Dries While You Wait." Your bathroom or kitchen floors do not have to be out of commission waiting for the finish to dry. You can finish things easily and conveniently with Rogers which would otherwise have to go unfinished.

Rogers Brushing Lacquer is the same KIND of finish that is used on all fine automobiles today, but automobile lacquers must be sprayed on. We have made Rogers so that the amateur can apply it with a brush. It dries fast—but not too fast to permit easy brushing because so little brushing is required.

BOTH INTERIOR AND EXTERIOR COLORS

Rogers Brushing Lacquer comes in 20 attractive colors, also White and Black and "Clear.", for INSIDE USE. Six NEW SHADES are now provided, also Black, which are recommended for OUTSIDE USE in the weather, as well as for inside use.

New Rogers Vogue Finishes

With the iridescent glisten of richest brocade and the lustre of mother-of-pearl Rogers Vogue Finishes respond to even the amateur's touch and when used in panel or ornament will raise the humblest piece of furniture out of mediocrity.

Four Vogue Colors are provided, Sun Glow, Fire Glow, Platinum Tone and Fairy Green. They come in the famous oriental can which is, however, made in two compartments so that the dry powder may be mixed when ready for use and thus retain all its wondrous lustre.

The color samples inside the folder cannot do justice to the beauty of Rogers Brushing Lacquer Vogue Finishes but will serve to assist you in selecting the color combination you want.

ROGERS BRUSHING LACQUER

A Few Suggested Color Combinations

BODY COLOR

Indian Yellow
Orange
Russet Tan
Chinese Red
Carmine
Rich Wine
Ivory
Sahara Sand
Sage Gray
Rattan
Oak
Cinnamon Brown
French Gray
Slate
Turquoise
Rich Blue
Forest Green
Stem Green

TRIM COLOR

Black, Orange
Italian Blue, Black
Chinese Red, Black
Black, Gold
Black, Gold
Black, Gold
Turquoise, Gold
Chinese Red, Italian Blue
Cinnamon Brown, Forest Green
Italian Blue, Chinese Red
Orange, Black
Italian Blue, Rattan
Amethyst, Italian Blue
French Gray, Sahara Sand
Ivory, Rich Blue
French Gray, Orange
Sage Gray, Rattan
Russet Tan, Sage Gray

Jersey
Tendrill
Apricot
Elephant
Mustard
Olive
Flesh
Orchid
Amethyst
Elephant
Robin's Egg
Lettuce
Midas
Jade
Italian Blue

Jade, Cinnamon Brown and Black
Ivory, Black
Olive, Black
Russet Tan, Maroon
Olive, Chinese Red
Vogue Blue, Gold
French Gray, Ivory
Ivory, Sahara Sand
Jade, Apricot
Sage Green, Russet Tan
Cinnamon Brown, Sahara Sand
Sahara Sand, Sage Gray
Ivory, Amethyst
Apricot, Amethyst
Sage Gray, Amethyst
Orange, Gold

NOTE—Second trim color may be omitted, if desired.
Lettuce and Jade now furnished ready mixed.

It comes in White, Black and twenty colors, also Clear, for Varnish Finish.

: : : DRIES WHILE YOU WAIT : : :

ROGERS BRUSHING LACQUER TRANSFER PATTERNS

Ask to see Rogers Transfer Patterns, selected to be used in decorating surfaces finished in Rogers Brushing Lacquer. The designs are easy to apply, being simply cemented to the surface with Rogers Transfer Varnish. The paper backs are slipped off after moistening with water, just as we used to do in school. These patterns are all imported.

Newest color effects easy to have

No experience needed—dries quickly but not too quickly

Magic! Never have you seen a finish like Rogers Brushing Lacquer. Everywhere women are praising it. No painting ability is required. Merely flow the exquisite color on—with a full brush. Right over any old finish or "unpainted" piece. Quickly it forms a silky-smooth, colorful coating. Then it—
"Dries while you wait." Dries smooth without laps or brush marks. Dries before dust can settle. Dries in time for immediate use. Dries to a hard, durable, porcelain-like surface that wears and WEARS!
There are hundreds of beautiful

pieces you can do with "Rogers." A few are suggested here. Try "Rogers" today. See how artistic you really are. "Rogers" is now sold everywhere—and used daily in millions of homes. Comes in cans, in nineteen exquisite colors—from which an endless variety of charming tints can be made. Also black, white and clear. The market is flooded with "just as goods," but this need not confuse you. To insure beautiful work merely insist upon the genuine "Rogers"—in the familiar "Oriental" can shown here—the kind sold on a "money-back" guaranty.

DETROIT WHITE LEAD WORKS
DETROIT
Makers of highest grade
Paints, Varnishes, Colors, Lacquers

Also distributed and guaranteed by
Acme White Lead and Color Works
Detroit, Michigan
Lincoln Paint and Color Company
Lincoln, Nebraska
The Martin-Senour Company
Chicago, Illinois
Peninsular Paint and Varnish Company
Detroit, Michigan
The Sherwin-Williams Company
Cleveland, Ohio



ROGERS
BRUSHING
LACQUER



Our "Money-Back"
Guaranty
Try one can of Rogers
Brushing Lacquer. If not
more than satisfied, return
what is left to your dealer.
He is authorized to refund
the entire purchase price.

Rogers Brushing Lacquer for Shoes and Leather Goods

Wash leather carefully with R. B. L. Thinner to remove shoe polish, wax, grease or dirt.

Any color of Rogers Brushing Lacquer may be used or colors may be combined to produce any desired tint.

Thin Rogers Brushing Lacquer 25 per cent with R. B. L. Thinner and brush on a thin coat. Let dry and apply a second coat, brushing crosswise of the first coat.

Polish with a cloth, brush or polishing wheel. Lacquer the bottom of the sole with Oak or Rattan Color, edges with Black or Brown.

To remove Lacquer from leather, wash with Thinner.
For Gold, Silver or Colored Bronze effects add the Bronze to Rogers Brushing Lacquer Clear reduced 100 per cent with Thinner.

Thin Rogers Brushing Lacquer 33 1/4 per cent for brushing on to straw.
Thin 60 per cent for brushing on to cloth. Does not stiffen the goods.
Allow 30 minutes for drying between coats.

DIRECTIONS FOR USE

Helpful Suggestions About Using Rogers Brushing Lacquer

Stir it well, with a clean, broad stick.

A good soft bristle brush will give you a smoother finish than a cheap, coarse brush. The lacquer will also go on easier and quicker with the result that one coat put on with a good brush will cover better and look better than two coats put on with a poor brush.

If the brush you have is not clean, wash it out with Rogers Brushing Lacquer Thinner.

When you lacquer, use the brush rather full, laying the color on freely and easily. You will be delighted to find that very little brushing is required to produce a full, even finish with Rogers Brushing Lacquer.

Several coats of Rogers Brushing Lacquer may be applied the same day providing about 30 minutes or more is allowed between coats. Ventilating the room is not necessary but will hasten the hardening of the finish.

Rogers Brushing Lacquer Thinner may be added if the Lacquer becomes a bit heavy for easy brushing.

Floors are easiest to finish when you take the width of 4 to 6 boards and follow the boards back and forth across the room. Start at point farthest from the door.

When you lacquer a chair, turn it upside down on a table and do the lower part first, leaving the upper part until last for a place to hold the piece.

The panels of a door should be lacquered first and the frames last, especially when different colors are used.

When you are through lacquering, wash the brush out in Rogers Brushing Lacquer Thinner and wipe dry with a clean cloth.

CAUTION: Keep away from a flame both Rogers Brushing Lacquer and Thinner. There is absolutely no danger where there is no fire present.

Directions for Producing Rogers Vogue Finishes

Lacquer the surface with Rogers Brushing Lacquer in the color designated for the effect you are using. Let this dry for about thirty minutes.

Pour the dry Vogue Powder from the small compartment of the can into the large compartment containing the Mixing Liquid. Stir thoroughly together.

Wash a fine-grain sponge in water, wring fairly dry and dampen with R. B. L. Thinner.

Pour some of the Vogue Mixture into a shallow dish, dip the sponge into this and gently stipple onto the lacquered surface to be decorated.

ROGERS BRUSHING LACQUER THINNER

The only liquid you can use for thinning Rogers Brushing Lacquer. Use it for cleaning brushes. Use it to remove Lacquer from any surface. Takes spots off your hands and clothing.



Dries while you wait



Easy to apply



Regular Colors of Rogers Brushing Lacquer

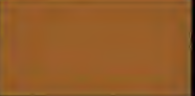
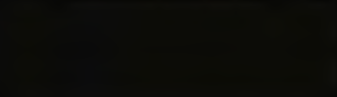

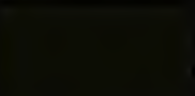
These Shades made by mixing Regular Colors

Regular Colors of Rogers Brushing Lacquer

	
INDIAN YELLOW	IVORY
	
ORANGE	TURQUOISE
	
RATTAN	RICH BLUE
	
SAGE GRAY	SAHARA SAND
	
RUSSET TAN	LETTUCE
	
OAK	JADE
	
CINNAMON BROWN	FOREST GREEN
	
CHINESE RED	STEM GREEN
	
CARMINE	RICH WINE

ALSO FLAT WHITE, GLOSS WHITE, BLACK AND CLEAR LACQUER AND THINNER

These Shades made by mixing Regular Colors

	Parts Ivory tinted with Rich Wine 	Parts White tinted with Rich Wine 	Parts Vogue Blue 1 White 2 
FRENCH GRAY	FLESH	ORCHID	ROBIN'S EGG
	Ivory tinted with Orange 	Turquoise tinted with Rich Wine 	Rich Blue tinted with Forest Green 
SLATE	JERSEY	AMETHYST	ITALIAN BLUE
Six New Shades For Outside Use (may also be used inside)	Ivory 4 Russet Tan 1 	Jade 2 Orange 1 	Biege Brown 4 White 1 
	APRICOT	OLIVE	ELEPHANT
	Jade 1 White 4 	Rich Blue 1 Orange 1 	Slate 6 Navy Blue 1 
	JUNGLE GREEN	BOG	DELFT
	Jade 1 French Gray 1 	<h2>Rogers Brushing Lacquer Vogue Finishes</h2>	
BIEGE BROWN	MIST		
	Jade 4 Stem Green 1 	Stipple Color Fire Glow Platinum Tone 	Stipple Color Platinum Tone Fire Glow 
VOGUE BLUE	MIDAS	BUCKINGHAM GRAY	JADE
	Turquoise 1 Indian Yellow 1 	Sun Glow Fairy Green 	Fire Glow Fairy Green 
BUCKINGHAM GRAY	TENDRIL	CHINESE RED	HOLLAND BLUE
	Ivory 4 Stem Green 1 	Fire Glow Fairy Green 	Platinum Tone Sun Glow 
HOLLAND BLUE	SAGE GREEN	BIEGE BROWN	CINNAMON BROWN
	Cinnamon Brown 1 Stem Green 1 	Fire Glow Platinum Tone 	Fire Glow Fairy Green 
NAVY BLUE	DARK OLIVE	SLATE	RICH WINE

THESE PROPORTIONS ARE APPROXIMATE



KALSOMINE



DETROIT WHITE LEAD WORKS

MAKERS OF HIGHEST GRADE
PAINT~LACQUER~VARNISH

ADMINISTRATION OFFICE, DETROIT, MICH.



Kalsomine

Rogers Kalsomine is a durable, sanitary, artistic and smooth finish for interior decoration of buildings of public buildings, sanitariums, hospitals, residences, hotels, churches, school houses, theatres, office buildings, factories and for all interior uses where such a finish is desired.

Rogers Kalsomine is offered in a variety of delicate tints and bright colors, permitting the most artistic color schemes, harmonizing perfectly with any style furnishings in the rooms of a home; also adapted for stencil and fresco work. Numerous other shades can be made quickly by simply combining two or more of the colors or using white.

The tints and colors are well sized, work freely and should be used by having a good amount in the brush, thus avoiding too much tempering and allowing the Kalsomine to flow solidly. They contain the proper proportion of binder to prevent uneven or streaky work and if care is exercised in preparing the surface for application of the goods, excellent results will be obtained.

A five-pound package will cover about 450 square feet of surface on smooth walls or over a sized or previously finished surface.

Stencils

We offer a complete selection of up-to-date stencils suitable for decorative work of all kinds. It comprises borders, ceiling pieces, corners, friezes, drop friezes, band borders, pilasters, arch crowns, panels, beadings, etc. By their use many pleasing decorative effects can be obtained with little trouble and expense.

(Write for descriptive catalog)



Kalsomine

DIRECTIONS FOR USING

C

All new work should first be sized. For this purpose we recommend Rogers Bull Dog Wall Size reduced 25% with turpentine or benzine. Let the size dry at least 24 hours before applying Kalsomine.

On Old Work

Thoroughly remove all grease and all old kalsomine or loose whitewash. Size, if not already sized.

Mixing

Add sufficient cold, warm or hot water, as preferred, to the dry powder to make an ordinary thick smooth paste; stir thoroughly until all lumps are broken up, then thin down with more water until the consistency is about that of thick cream.

Kalsomine should stand 30 minutes after mixing before using. Do not use ice cold water as it will chill the Kalsomine and prevent best results.

Painters who have been accustomed to using hot water mixtures should use this product in a thicker consistency, as it jells while being mixed, whereas hot water goods do not jell until the mixture is cold.

Applying

To be sure of good results, the air in the room should be dry and of moderate temperature. Close the windows and doors to avoid draughts.

Kalsomine should be flowed on freely with a good kalsomine brush, but must not be rubbed out like oil paint.

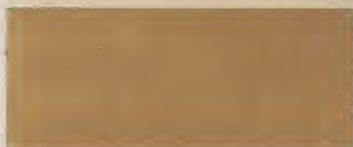
After application open all windows and doors to allow free circulation of air and make a fire if necessary, as quick drying is essential to good work.



102—Cream



104—Buff



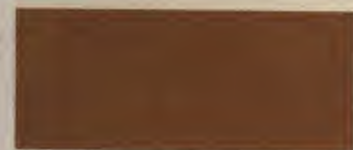
101—Ivory



103—Yellow



105—Light Tan



106—Brown



112—Pink



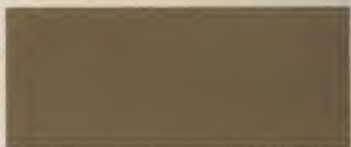
111—Light Green



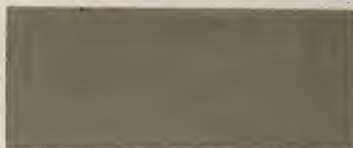
110—Light Blue



108—Blue



109—Light Gray



107—Gray

Also offered in WHITE